

# ORDER



**Orders**  
**Order / Rev:** 36981  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 11/04/12 - 11/06/12  
**Original Date / Rev:** 11/02/12 / 11/02/12  
**Order Type:** GENERAL

WTVF

**Primary AE:** Political Political  
**Sales Office:** WTVF  
**Sales Region:** Local

**Agency Name:** Fletcher & Rowley, Inc-TN  
**Buying Contact:**  
**Billing Contact:**  
 1720 West End Avenue, Suite 630  
 Nashville, TN 37203

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Ty Cobb for State Senate  
**Demographic:** A25-54  
**Product Codes:** PO03  
**Priority:** P5  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/12	11/06/12	9	\$6,005.00	\$5,104.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	9	\$6,005.00	\$5,104.25	0.00
<b>Totals</b>	<b>9</b>	<b>\$6,005.00</b>	<b>\$5,104.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVF	11/05/12	11/06/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	11-----	:30	2	\$420.00	P2	0.00	NM	2	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	11-----			2		\$420.00	0.00					
N 2	WTVF	11/05/12	11/06/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	-1-----	:30	1	\$740.00	P2	0.00	NM	1	\$740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	-1-----			1		\$740.00	0.00					
N 3	WTVF	11/05/12	11/06/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	-1-----	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	-1-----			1		\$600.00	0.00					
N 4	WTVF	11/05/12	11/06/12	M-F 9a-10a M-F 9a-10a	CM	858a-10a	11-----	:30	2	\$350.00	P2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	11-----			2		\$350.00	0.00					
N 5	WTVF	11/05/12	11/06/12	M-F 430p-5p M-F 430p-5p	CM	428p-5p	1-----	:30	1	\$625.00	P2	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----			1		\$625.00	0.00					
N 6	WTVF	11/05/12	11/06/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p (6:30 PM-7:00 PM)	1-----	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----			1		\$700.00	0.00					

Order / Rev: 36981  
 Alt Order #:  
 Flight Dates: 11/04/12 - 11/06/12

Advertiser: Ty Cobb for State Senate  
 Product Desc:  
 Estimate:

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WTVF	11/04/12	11/04/12	Sun CBS Prime 9p-10p CBS Prime	CM	9p-10p	-----S	:30	1	\$1,800.00	P4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$1,800.00		0.00							
													Totals	9	\$6,005.00

WTVF (CBS) 5 - NASHVILLE  
 TY COBB FOR STATE SENATE - SD 28  
 Week1: 10/30-11/6 (TUE-TUE)

P4 - PREEMPT PRIOR TO INVOICE / SUGG SELLING LEVEL - 4th QTR CARD										
PROGRAM	DAYPART	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	SPOTS	COST/SPOT	TOTAL COST
M-F MORNING REPORT	5-6A					1	1	2	2 \$420.00	\$840.00
M-F MORNING REPORT	6-7A						1	1	2 \$740.00	\$740.00
M-F NEWS CH5 THIS MORN	7-8A						1	1	2 \$600.00	\$600.00
M-F RACHEL RAY	9-10A					1	1	2	2 \$350.00	\$700.00
<del>M-F 5P REPORT</del> 1.C.	<del>4:30P-5:30P</del>		1					1	2 \$625.00	\$625.00
M-F 6:30P REPORT	6:30-7P					1		1	34 \$700.00	\$700.00
SUN MENTALIST	9-10P				1			1	4 \$1,800.00	\$1,800.00
GROSS									9	\$6,005.00
AGENCY DISCOUNT (-15%)										\$900.75
NET TO STATION										\$5,104.25

Ty Cobb for State Senate - District 28  
 P.O. Box 1331  
 Columbia, TN 38402  
 Treasurer: Cindy Sims

"Drug Hoard HD" COBBT1201H @ 100%

## Kiley Murphy

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**From:** Denise Lawrence <deniselawrence@comcast.net>  
**Sent:** Friday, November 02, 2012 10:41 AM  
**To:** Kiley Murphy  
**Cc:** Kati Bumgardner  
**Subject:** Re: Cobb Add to Schedule

Actually move that 5p news scheduled for today to Inside Edition 4:30p on Monday 1x @ \$625

That way the dollars match. Rate for 4p was \$600

Denise Lawrence  
Media Placement  
Fletcher Rowley Consulting  
1720 West End Avenue  
Suite 630  
Nashville, TN 37203  
[deniselawrence@comcast.net](mailto:deniselawrence@comcast.net)  
[www.fletcherrowley.com](http://www.fletcherrowley.com)

615-419-2271 (Direct)  
615-329-9559 (O)  
615-329-9633 (F)

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**From:** "Kiley Murphy" <kmurphy@newschannel5.com>  
**To:** "Denise Lawrence" <deniselawrence@comcast.net>  
**Cc:** "Kati Bumgardner" <kati@fletcherrowley.com>  
**Sent:** Friday, November 2, 2012 10:17:09 AM  
**Subject:** Re: Cobb Add to Schedule

Today not doable. Will look for check.

Sent from my iPad

On Nov 2, 2012, at 10:14 AM, "Denise Lawrence" <deniselawrence@comcast.net> wrote:

> Attached find an add to schedule for Ty Cobb  
>  
>  
>  
> The only new spot scheduled for today is a 5p news. Please let me know if this is doable  
>  
>  
>  
> Checks are being couriered now  
>  
>  
>  
> Insertion instructions are:  
>  
> "Drug Hoard HD" COBBT1201H @ 100%  
>  
>  
>

> Denise Lawrence  
> Media Placement  
> Fletcher Rowley Consulting  
> 1720 West End Avenue  
> Suite 630  
> Nashville, TN 37203  
> [deniselawrence@comcast.net](mailto:deniselawrence@comcast.net)  
> [www.fletcherrowley.com](http://www.fletcherrowley.com)<<http://www.fletcherrowley.com/>>  
>  
>  
> 615-419-2271 (Direct)  
> 615-329-9559 (O)  
> 615-329-9633 (F)  
>  
> <WTVF 11.2.pdf>  
> <WTVF 11.2 to 11.6.xls>

**AGREEMENT FORM FOR  
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☐ **FEDERAL CANDIDATE**☒ **STATE/LOCAL CANDIDATE****To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3****Station and Location:****Date:**

WTVF

11/2

I, Kati Bumgarner,  
being/on behalf of: Ty Cobb, a legally  
qualified candidate of the Democrat political  
party for the office of: TN State Senate Dis 28  
in the General  
election to be held on: 11/6

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Attached					

**Total Charges:**

\$6005.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

*[A large rectangular box with a large 'X' drawn across it, indicating no matters were listed.]*

I represent that the payment for the above described broadcast time has been furnished by:

Ty Cobb for Senate

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Cindy Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

11/2      Kat Burroughs  
Date                      Signature

**To Be Signed By Station Representative**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title